

Home Furnishings Calendar 1948

JANUARY

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
November 25	THANKSGIVING DAY (Thursday)		
Thursday	NEW LINE OF XMAS GIFTS	ESTHER GENTLE	54 GROVE STREET
December 25	An interesting group of Steig drawings and abstractions, developed in enamels in the form of ashtrays, bowls, cigarette boxes and lamps; and a group of pochoir and silk screen limited edition reproductions of the works of Picasso, Matisse, Paul Klee, Joan Miro and others are now available among the Bernad Creations shown at this shop. Contact: Esther Gentle, CH. 3-9681.		
Thursday	SALES PROMOTION CALENDAR	N. R. D. G. A.	100 WEST 31ST STREET
November 25	The 1949 issues of the Sales Promotion Calendar is now available for use by retailers, manufacturers and advertising agencies in planning their promotional activities. It is \$2 to NRDGA members; \$4 to others. Contact: Howard P. Abrahams, N. R. D. G. A., CH. 4-8780.		
Just out			
Thursday	PORTFOLIO OF	HOUSE & GARDEN	CONDE NAST PUB., INC.
December 25	FLOWER PRINTS		GREENWICH, CONN.
Just out	Just reprinted and now ready for distribution is House & Garden's famous collection of flower prints in a portfolio with an introductory essay by Richardson Wright, Editor-in-Chief. Framed, mounted, or as an album, these prints make delightful gifts. Contact: The Conde Nast Publications, Inc., Greenwich, Connecticut.		
November 27	NAT'L. BABY CARE EXPOSITION; WITH PRODUCTS, MADISON SQ. GARDEN TO DEC. 6.		

WEEK BEGINNING MONDAY, NOVEMBER 29, 1948

Monday	PRESS SHOWING: PRIZE-	NATIONAL NEEDLECRAFT	HOTEL McALPIN
November 29-	WINNING CROCHET PIECES	BUREAU, INC.	WINTER GARDEN
4:00 P.M.-	Originally exhibited in fairs all over the country, the twenty-five		
7:00 P.M.	hundred first-prize-winning crocheted pieces which will be in New York		
December 3	for final judging in the Nation-Wide Crochet Contest, will be shown to the public, Tuesday, November 30 through Thursday, December 2, from 10 A.M. to 9 P.M., and on Friday, December 3, from 10 A.M. to 12 noon. The majority of these pieces are in the decorating field. Admission is 25¢ and proceeds will go to the Damon Runyan Cancer Fund. Press party, Monday, November 29, is from 4 to 7 P.M. by invitation only. Publicity: George Pounder, National Needlecraft Bureau, Inc., LE. 2-4455.		
Monday	SECOND FALL CLINIC	PUBLIC RELATIONS	ADVERTISING CLUB
November 29	SUPPER SESSION	SOCIETY OF AMERICA, INC.	23 PARK AVENUE
6:00 P.M.	The subject at this session will be "What Editors Want From You." For members and their guests only. Contact: Ralph S. Clark, Ethyl Corporation, MU. 4-4400.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday November 29	NEW TYPE VACUUM CLEANER A shipment of Whirlwind Sweepers has just arrived from England. This patented non-electric vacuum cleaner with a record of twenty years of consistent trade and consumer acceptance in the British market will be introduced to the American market through department stores under the sponsorship of the Whirlwind Sales Corp. Contact: Mark Finegold, American representative, CA. 6-2748.	WHIRLWIND SALES CORP.	100 GRAND STREET
Wednesday December 1 5:00 P.M.	RECEPTION A reception to celebrate the fourth anniversary of the opening of China House will be held on this date, with His Excellency, Dr. V.K. Wellington Koo, as guest of honor. Contact: Mrs. Ruth Greene, RH. 4-8181.	CHINA HOUSE	125 EAST 65TH STREET
Wednesday December 1 8:15 P.M.	MEETING AND TALK Guest speaker at this meeting will be Raymond J. Walsh, commentator on WMCA. Contact: Henry DeBrito, LO. 5-2381.	HOME FURNISHINGS CLUB	HOTEL PENNSYLVANIA
Wednesday December 1	CONFERENCE OF TRUSTEES The trustees of the American Music Conference will hold their Chicago meeting on this date and will meet in New York at the Hotel Roosevelt on Wednesday, December 8. These trustees come from various national associations which are interested in promoting better music throughout the country. They work closely with schools and piano and music teachers. Louis G. Lemair is the president. Contact: William A. Mills, executive secretary, American Music Conference, 332 So. Michigan Ave., Chicago 4.	AMERICAN MUSIC CONFERENCE	CHICAGO, ILLINOIS
Thursday December 2 3:30 P.M.- 6:00 P.M. Cocktails	COCKTAIL PARTY AT NEW SHOWROOM <u>PLEASE NOTE CORRECTED ADDRESS.</u> A reception will be held for the trade and press at the Mallinson Drapery & Upholstery Fabrics' new showroom. A cocktail party will mark the official opening. Larger quarters have been acquired for showing this line. These will enable the company to continue its services to the trade on a more extensive scale. Harold A. Dessar, general sales manager of Mallinson, will be in charge of the new showroom. By invitation only. Publicity: Hilda Kassell, PL. 9-2917.	MALLINSON DRAPERY & UPHOLSTERY FABRICS	261 FIFTH AVENUE SUITE 711

WEEK BEGINNING MONDAY, DECEMBER 6, 1948

Dec. 5-8	ANNUAL MEETING OF AMER. SOC. OF REFRIGERATING ENGINEERS, WASHINGTON, D.C.
Dec. 5-10	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES MARKET WEEK, HOTEL NEW YORKER.
Dec. 6	NEW YORK CURTAIN AND DRAPERY CLUB DINNER, COMMODORE HOTEL, NEW YORK, N.Y.
Monday December 6- December 7	WARTIME CONTROLS TO BE DISCUSSED Furniture and lamp producers will meet with the National Security Resources Board on these dates in the first of a new series of M-Day consultations to discuss price, production, inventory, distribution, controls in case of a national emergency. Contact: N.S.R.B., Washington, D. C.
Dec. 6-10	NEW YORK CURTAIN AND DRAPERY CLUB MARKET WEEK, NEW YORK CITY.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday December 6 Going On	SHOWING OF NEW DRAPERY AND UPHOLSTERY LINE <u>PLEASE NOTE CORRECTED ADDRESS.</u> The new line of Mallinson Drapery & Upholstery Fabrics will be presented to the trade on this date and daily thereafter. Medium-priced quality fabrics, both new textures and vat-dyed screen prints, in traditional and contemporary patterns, to be used for draperies, upholstery, slipcovers and accessories, will be on view and will subsequently be available to the consumer at fine drapery and department stores throughout the country. Publ.: Hilda Kassell, PL.9-2917.	MALLINSON DRAPERY & UPHOLSTERY FABRICS	261 FIFTH AVENUE SUITE 711
Tuesday December 7	ANNUAL DINNER AND AWARDS Immediately following its annual dinner, the Queens Chamber of Commerce awards for the best buildings erected throughout the borough will be made. Mr. Simeon Heller is the chairman of the building awards committee and prizes will be given in the following classifications: Industrial, commercial-industrial buildings, banks, retail outlets, office buildings, three types of apartment construction and four types of residential construction, public buildings and semi-public buildings. Contact: Simeon Heller, FL. 3-2505.	CHAMBER OF COMMERCE OF THE BOROUGH OF QUEENS	HOTEL COMMODORE
Thursday December 9 10:00 A.M.- 12:00 Noon	BUFFET BREAKFAST AND SHOWING New glass furniture, designed and manufactured by I. Schwartz, will be shown to the press. The mirrored glass, combined with black lacquer wood, will be presented in new Modern, Chinese and traditional pieces. By invitation only. Publicity: Doris Herzig, Franklin Fisher & Associates, MU. 2-1983.	I. SCHWARTZ GLASS & MIRROR COMPANY	SHOWROOM 412 E. 59TH STREET

ADVANCE DATES AND NOTICES

December 14-	70TH ANNUAL CONVENTION	U.S. POTTERS ASS'N.	HOTEL ASTOR
December 15	The U.S. Potters Association will hold its annual convention on these dates with a year of unusual achievements to celebrate. Contact: W. A. Betz, East Liverpool, Ohio.		
Wednesday December 15-	ANNUAL SALES CONFERENCE	JAMES LEES & SONS CO.	295 FIFTH AVENUE
December 16	The Eastern and Metropolitan carpet divisions of this company will start a series of sales conferences with one in this city. The other three carpet divisions - Southern, Central and Western, will meet in Chicago just prior to the January market. Contact: Howard DeLong, MU. 4-5650.		
December 17	HOME FASHIONS LEAGUE LUNCHEON; GLADYS MILLER, SPEAKER; HOTEL ROOSEVELT		
Saturday December 18 8:00 P.M.	TWENTY-FIRST ANNUAL CHRISTMAS PARTY	ADVERTISING WOMEN OF NEW YORK, INC.	SALVATION ARMY 297 TENTH AVENUE
	Members of Advertising Women of New York, Inc. are urged to make this party a success. Contact: Elsie E. Wilson, CI. 7-7760.		
December 25	CHRISTMAS DAY (Saturday)		
January 1	NEW YEAR'S DAY (Saturday)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday January 1	NEW ADDRESS FOR MERCHANDISE MART Beginning on January 1, 1949, the official address of The Merchandise Mart will be changed from 222 North Bank Drive, Chicago 54, Illinois to Merchandise Mart Plaza, Chicago 54, Illinois. Contact: W.O. Ollman, Merchandise Mart, Chicago.	MERCHANDISE MART OWNERS	NORTH BANK DRIVE CHICAGO, ILLINOIS
January 3 Evening	ANNUAL FURNITURE FORUM Speakers at the Furniture Forum will be A. E. Walsh of A. E. Walsh & Partners, industrial consultants, London, England; Earl Lifshey, managing director of Retailing Daily; Raymond Reed, vice president and merchandise manager of home furnishings, John Wanamaker's, Philadelphia. Mr. Walsh's speech is expected to deal with the design, origin and production of composite furniture, a new type of furniture developed in Britain since the war. There will be an exhibit of this furniture in the exhibitors building. Contact: L. R. Mattson, president, Grand Rapids Furniture Exposition Association, Grand Rapids, Michigan.	G. R. FURN. EXP. ASS'N.	CIVIC AUDITORIUM
Jan. 3-15	JANUARY FURNITURE MARKET, CHICAGO, ILLINOIS.		
Jan. 3-15	JANUARY FURNITURE MARKET, GRAND RAPIDS, MICHIGAN.		
January 3- January 15	NEW TENANTS IN MART Six manufacturers of major appliances will be exhibiting their lines in space they have retained in the American Furniture Mart. They are: Thor Corp.; Kalamazoo Stove & Furnace Co.; Landers, Frary & Clark; Holland Reiger division, Apex Electrical Mfg. Co.; One Minute Washer Co. and Electromaster, Inc. Contact: Col. Lawrence H. Whiting, president, American Furniture Mart, Chicago, Illinois.	AMERICAN FURNITURE MART	CHICAGO, ILLINOIS
January 5	ANNUAL MEETING GRAND RAPIDS FURN. EXP. ASS'N. PANTLIND HOTEL, GRAND RAPIDS		
Wednesday January 5 6:30 P.M.	PREVIEW OF 1949 CARPET FASHION OPENING On this date retailers will see a trade version of the new and dramatic consumer fashion presentation to be staged by the Carpet Institute, Inc. in New York late in February. This preview will be held at the Club's annual dinner. Publicity: Melva Chesrown, EL. 5-7651.	CHICAGO FLOOR COVERINGS CLUB	STEVENS HOTEL CHICAGO, ILLINOIS
January 7	PRESS DAY, GRAND RAPIDS FURNITURE MARKET, GRAND RAPIDS, MICHIGAN		

MUSEUM, GALLERY AND GARDEN NEWS

Thursday November 25- January 9	PRESS EXHIBIT: AMERICAN TEXTILES 1948 Upholstery and dress fabrics selected from this year's output of some 120 firms are on display. Practically every fabric now in use is represented. Each firm submitted five fabrics from which a jury chose over 185 for exhibition. Among the upholstery houses represented are: Brunswick and Fils; Cheney Brothers; Cohn-Hall-Marx Co.; Goodall Fabrics, Inc.; Greeff Fabrics, Inc.; Jofa, Inc.; Laverne Originals; Lehman-Connor Co.; F. Schumacher & Co.; Stroheim & Romann; Textron; Witcombe, McGeachin. Hours: 10 A.M. to 5 P.M. weekdays; Sundays and holidays 1 to 5 P.M. Publicity: Lillian Green, RH. 4-7690.	THE METROPOLITAN MUSEUM OF ART	FIFTH AVENUE AND 82ND STREET
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DATEWHAT'S GOING ONGIVEN BYWHEREMUSEUM, GALLERY AND GARDEN NEWS (Continued)

- Saturday
November 27- EXHIBITION: SMALL OILS THE SALMAGUNDI CLUB 47 FIFTH AVENUE
December 17- An exhibition of Thumb Box Sketches, small finished oils to measure not more than 140 square inches, by members of the club, will be on display. From 3 to 6 P.M. on November 27th, a ladies' tea and reception will be held. Open to the public. Contact: A. Henry Nordhausen, GR. 3-5870.
- Monday
November 29 PRESS EXHIBIT: METROPOLITAN MUSEUM FIFTH AVENUE AND
LITHOGRAPHS OF ART 82ND STREET
2:00 P.M.- One hundred and fifty years of lithography, 1798 to 1948, is the subject
5:00 P.M. of this exhibit. The prints to be shown are drawn from the Museum's collection. Public opening, Friday, December 3. Hours: 10 A.M. to 5 P.M. Mondays through Saturdays; until 9 P.M. Wednesdays; 1 to 5 P.M. Sundays and holidays. Publicity: Lillian Green, RH. 4-7690.
- Monday
November 29- EXHIBIT: NEW GOUACHES SALPETER GALLERY 36 WEST 56TH STREET
December 11- Twelve new gouaches by Joseph Kaplan will be on exhibition. Hours: 12 to 6 P.M. Monday through Saturday. Contact: Harry Salpeter, CI. 6-8421.
- Tuesday
November 30 SPECIAL LECTURE MUSEUM OF MODERN ART MUSEUM AUDITORIUM
ON SWEDISH DESIGN 11 WEST 53RD STREET
8:30 P.M. In cooperation with the American-Scandinavian Foundation, the Museum of Modern Art will present Sven Erik Skawonius, Director of the Swedish Society of Arts & Crafts. Mr. Skawonius' subject will be "Recent Experimental Design in Sweden." Admission \$1.20, tax included. Publicity: Betty Chamberlain, CI. 5-8900.
- Wednesday
December 1- PHOTOGRAPHIC EXHIBIT MUSEUM OF MODERN ART 11 WEST 53RD STREET
January 30- The work of four photographers, all with entirely dissimilar approaches, will show the range and competence of this medium. They are: Harry Callahan of Chicago; Bill Brandt of England; Ted Croner and Lizette Model, both of New York. Hours: 12 to 7 weekdays; 1 to 7 Sundays. Publicity: Betty Chamberlain, CI. 5-8900.
- Wednesday
December 1 CHRISTMAS EXHIBIT OF THE NEWARK MUSEUM WASHINGTON PARK W.
PAINTINGS AND SCULPTURE NEWARK, NEW JERSEY
Going On Various gifts made to the museum during the past year, supplemented by old masters borrowed from New York galleries, will be on display. A special feature will be the two wings of an altarpiece by the master of the Magdalen legend dating from about 1510-1520. Pieces of religious sculpture will also be shown. On Thursday, December 16, there will be a film program featuring three shorts dealing with Van Eyck's "Adoration of the Lamb", Memling and Ave Maria. Hours: 12 to 5:30 P.M. weekdays; 7 to 9:30 P.M. Wednesdays and Thursdays; 2 to 6 P.M. Sundays and holidays. Admission free. Closed December 25. Contact: Mildred Holzhauer, MI. 2-0011.
- Saturday
December 4 LECTURE: AMERICAN RUTH REEVES, METROPOLITAN MUSEUM
TEXTILES, 1948 TEXTILE DESIGNER 5TH AVE. & 82ND ST.
3:00 P.M. A lecture on American Textiles, '48, with design demonstration, will be given by Ruth Reeves, textile designer. Publ.: Lillian Green, RH.4-7690.
- Dec. 6-25 PICTURES FOR CHRISTMAS, ASSOC. AM. ARTISTS GALLERIES, 711 FIFTH AVENUE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u>			
Monday December 6-	MODERN HOUSE EXHIBIT	BERTHA SCHAEFER GALLERIES	32. EAST 57TH STREET
December 27	This exhibit, which has been on tour, is again to be shown in New York.		
10:00 A.M.-	It consists of four 1" scale models of individual parts of four houses		
6:00 P.M.	and three models of entire houses. The houses were designed by Carl F. Brauer: Elder, Raymond and Breck; Reisner & Urbahn; Edward D. Stone, and show the integration of architecture, interior design, landscaping and the fine arts in the form of painting and sculpture. Contact: Bertha Schaefer, PL. 5-3331.		
Tuesday December 7	ILLUSTRATED TALK ON ADIRONDACK WILDFLOWERS	SAMUEL H. GOTTSCHO	B'KLYN BOT. GARDENS 1000 WASHINGTON AVE.
7:00 P.M.	Some 150 color photographs of wildflowers growing in their native habitat will illustrate Mr. Gottscho's talk. The collection represents many year's work. All were taken in one general area but they show the wildflowers common to the Adirondacks as a whole. Publicity: Matthew A. Bassity, MA. 2-4433.		
Wednesday December 15	LECTURE ON SHRUBS WITH KODACHROMES	BEN BLACKBURN RUTGERS UNIVERSITY	THE ESSEX HOUSE COLONNADES BALLROOM
2:30 P.M.	A lecture on distinctive shrubs and a flower show will be held. Open to the public; admission free. Contact: Elizabeth Peterson, PL. 7-0915.		
Saturday December 18	LECTURE: CHRISTMAS ART AND MUSIC	BEATRICE FARWELL, INSTRUCTOR	METROPOLITAN MUSEUM 5TH AVE. & 82ND ST.
3:00 P.M.	A lecture on Christmas art and music with recordings will be given by Beatrice Farwell. Publicity: Lillian Green, RH. 4-7690.		
Wednesday December 22-	AMERICAN PAINTINGS	MUSEUM OF MODERN ART	11 WEST 53RD STREET
March 20	A large and comprehensive exhibit of American paintings, ranging from recent primitives to the work of contemporaries, will be put on display. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.		

RADIO AND TELEVISION NEWS

Thursday November 25-	HOLIDAY IDEA ON TELEVISION	THE NEEDLE SHOP WABD	WABD DUMONT 515 MADISON AVENUE
November 26	How to make a Christmas stocking or a similar object for future holidays will be the subject of Alice Burrows' fifteen minute program on Thursday, 2:30 P.M.-		
2:30 P.M.-	November 25. On Friday the 26th, Mrs. Burrows will continue her demonstration on the making of draperies, swags and valances. Contact: Mr. Don Giesy, MU. 8-2600.		
2:45 P.M.			
Thursday November 25	A MAN LOOKS AT DECORATING	SACHS QUALITY STORES	STATION WMCA
4:15 P.M.	Grace King's guest on Thanksgiving Day is a non-professional who will discuss what he doesn't like about decorating. Publicity: Seymour Fogelson, ME. 5-5300.		
4:30 P.M.			
Thursday November 25	FINE COOKING ON TELEVISION	DIONE LUCAS CBS-TV	CBS-TV 15 VANDERBILT AVE.
8:00 P.M.-	Dione Lucas, famed cooking school head, will show how to make oatmeal cookies, chestnut cookies and ice cream mould on this half hour program.		
8:30 P.M.	Publicity: Helen Brattrud, PL. 5-2000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>RADIO AND TELEVISION NEWS (Continued)</u>			
Thursday November 25 8:00 P.M.- 9:00 P.M.	WALLPAPER ON TELEVISION During the "Designed for Living" section of this show, Alfred Howorth, interior decorator, will discuss with Miss Swanson the latest trends in wallpaper design.	GLORIA SWANSON HOUR WPIX Publicity: Clint Bolton, MU. 2-1234.	WPIX TELEVISION STA. 220 EAST 42ND STREET
Friday November 26 4:15 P.M.- 4:30 P.M.	FINE ART FOR EVERYONE Theodore Barbarossa, famous sculptor, will point out on Grace King's program that, we, today, can enjoy examples of fine art that were formerly the prerogative of kings.	SACHS QUALITY STORES Publicity: Seymour Fogelson, ME. 5-5300.	STATION WMCA
Monday November 29 4:15 P.M.- 4:30 P.M.	DECORATE AS YOU LIVE Alfons Bach, past president of the A. D. I. and an industrial designer, will urge his listeners on Grace King's program to consider their mode of living and decorate accordingly.	SACHS QUALITY STORES Publicity: Seymour Fogelson, ME. 5-5300.	STATION WMCA
Tuesday November 30 4:15 P.M.- 4:30 P.M.	COMFORT IN FURNITURE William Llwelllyn of Firestone Rubber will discuss with Grace King the use of foam rubber in upholstery and the subject of comfort in furniture today.	SACHS QUALITY STORES Publicity: Seymour Fogelson, ME. 5-5300.	STATION WMCA
Wednesday December 1 4:15 P.M.- 4:30 P.M.	FABRICS IN DECORATION Beatrice Price of the Mallinson Drapery & Upholstery Fabrics will discuss the use of fabrics in decoration as guest speaker on Grace King's decorating program.	SACHS QUALITY STORES Publicity: Seymour Fogelson, ME. 5-5300.	STATION WMCA
Thursday December 2 4:15 P.M.- 4:30 P.M.	THE USE OF WALLPAPER How to use Tru-Grain wallpapers, a recently developed line of plastic-coated marbled and wood-grain papers, will be the subject covered by David Morgan of the Ullman Co. on Grace King's decorating program.	SACHS QUALITY STORES Publicity: Seymour Fogelson, ME. 5-5300.	STATION WMCA

SECOND OF A SERIES OF REPORTS ON GIVE-AWAY PROGRAMS PRIZES, INCORPORATED

This service supplies prizes for over one hundred radio stations which feature quiz and women's participating programs. Among them are KWKH of Shreveport, Louisiana, a Columbia affiliate, which has a program called "Louisiana Hayride" every Saturday evening; WSAY of Rochester, New York which runs three quiz shows at different times during the day; WJLB of Detroit, Michigan which has "What's the Answer," Mondays through Fridays. The stations supplied with prizes are largely network affiliates. The experience of Prizes, Inc. is that homemaking items are generally more acceptable to women than articles of apparel, etc. Nearly one hundred home furnishings manufacturers are at present availing themselves of the service of Prizes, Inc. Manufacturers of desirable merchandise who wish to receive radio publicity are invited to communicate with Don Barry, Prizes, Inc., 130 East 44th Street, New York 17, N. Y., MU. 7-4375.

Home Furnishings Calendar

Room 519 • 9 East 46th Street, New York 17, N. Y. • PLaza 9-2917

Board of Editors

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HOME FURNISHINGS CALENDAR is published every Thursday.

There is no charge for any listing. Subscription rates: One year, \$30;
six months, \$18; three months, \$10; single copy, \$1.